

## Business News Around the Valley

So much local news, we had no room for a lead story!

### Whitewater Region Supports Rail

Whitewater Region Council have unanimously approved a resolution brought by Transport Pontiac Renfrew (TPR) that would see CN donate the rail line to the eight municipalities it runs through in exchange for a tax receipt. The municipalities would turn over ownership to TPR which plans to run freight, tourist and commuter service between Pembroke and Ottawa.

### Gallant Assures Views Will Be Known

Despite the Green Energy Act being provincial legislation, MP Cheryl Gallant is assuring the community that they will have ample opportunity to make their views known about the Xeneca Power Plant proposal. Gallant says the project will require a lease from the Federal Government, the Canadian Environmental Assessment Agency, (under section 18(3) of the applicable

Act), and in addition to the Agency, at least seven federal government departments have a role to play in the decision.

**Rurality Awards Given Out**  
The inaugural Rurality Awards were presented recently in Mansfield, Quebec. Rapides des Joachims earned an award recognizing their project to welcome tourists with 30 kilometres of year-round trails. ARAS Pontiac, received an Award for promoting the region's emerging artists at cabaret shows in Shawville and Fort Coulonge. The Heritage Award was given to The Gilmour Depot and it's 19th Century lumber camp which saw improvement renovations to maintain the authenticity of the camp.

### LeMay Media Winds CIFF Award

LeMay Media received the 2011 award of excellence in Film Making from The Canadian International Film Festival for the film Great

River. The film was shot in the Ottawa Valley and explores the defacing of a sacred First Nations rock art site (Oiseau Rock) located on the Ottawa River. LeMay Media is owned and operated by Matt LeMay. Matt and his family will travel to Vancouver to accept the award and attend the festival in April. Great River is also nominated for documentary film of the year.

### Residents Reduce Trash By 3%

A 3% reduction in landfill material has extended the life of the landfill by five additional years says the Ottawa Valley Waste Recovery Centre (OVWRC). In late 2010, OVWRC received approval to continue landfill operations for 40 years or until a volume capacity of 2,65 million cubic meters is reached. Initially, that capacity was to be reached in 27 years. Now, the prediction is 32 years, with the possibility of

further extending the life of the landfill. "We are very pleased with the current fill rate numbers," says General Manager Sue McCrae. "This additional expected capacity is largely due to the recycling and composting efforts of residents and businesses in this community."

### Pinewood Inn Has New Owners

Mark Smith and Yvette Boudreau-Smith are the new owners of Pinewood Inn in Barry's Bay. The Burlington couple first saw the property in 2009 and attempted three times to make the purchase before it finally succeeded.

### Hayat New Director of Public Works

Khizar Hayat is the new Director of Public Works in Deep River. Hayat comes to the region from Grande Cache, Alberta, where he held the same position.

*Continued on Page 2*

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## Ottawa Valley BUSINESS

Ottawa Valley Business (OVB) is a monthly publication covering business news and events throughout Renfrew, Lanark and Pontiac counties, as well as within the surrounding areas. OVB is published by Forward Thinking.

### WHO READS US:

OVB is delivered twice a month via email to more than 3,000 businesses, government and organizations.

### HOW TO SUBSCRIBE:

To receive OVB by email each month, contact us at: [admin@ovbusiness.com](mailto:admin@ovbusiness.com). There is no charge to receive the publication.

### ADVERTISING

Various advertising options are available in OVB. Volume discounts and discounts to members of the Chamber of Commerce are available. Please inquire about advertising opportunities.

### CONTENT & SUBMISSIONS:

News, article suggestions and letters to the editor are welcomed and encouraged. Content will be edited to fit the space available. We welcome press releases and news from our local business community to be published free of charge. There is also no charge for posting business events on the events calendar.

### CONTACT US:

Ottawa Valley Business is part of the Forward Thinking Marketing Group. You can contact us as follows:

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Pembroke, Ontario K8A 7G8

You can also find us on Facebook.

# Business News Around The Valley

## Nominations Sought

The Greater Arnprior Chamber of Commerce invites nominations from the public and chamber members for the annual awards. The categories are: large business (25+ employees), small business (less than 25 employees) and Chamber member of the year. Nomination forms are online at [www.gacc.ca](http://www.gacc.ca) (under events) with a description of the nominee guidelines and requirements. Deadline for nominations is March 11.

## Paramedics New Contract

127 Renfrew County paramedics have a new contract with a 13% salary increase over four years. With the new collective agreement, primary-care paramedics will see their salaries rise from \$31.88 per hour to \$35.16 by the year 2013. Advanced-care paramedics are paid 10% more. The contract affects 53 full-time paramedics, 17 regular part-time, and nearly 70 casual paramedics.

## Bonenberg Joins Delfi

Ray Bonenberg has joined The Delfi Group as an Associate. With almost 30 years as a manager, Ray has been trained in all aspects of human

resource management. In 1990, the Association of Colleges in Ontario awarded Ray its 25 year excellence award as his Alma Mater's most outstanding graduate.

## Accessibility Deadline Fast Approaching

The Ontario Chamber of Commerce and the Upper Ottawa Valley Chamber of Commerce are hosting a workshop to help Ontario businesses comply with Ontario's new customer service standard. The event takes place March 23rd at the Royal Canadian Legion in Pembroke. The customer service standard is one of five that form part of the AODA - Accessibility for Ontarians with Disabilities Act. The workshop will provide the necessary information to meet requirements under the new standard, which applies to all businesses and organizations with one or more employees. All organizations must comply by January 1, 2012.

## Island View Suite

### Employees Join Union

The employees at Island View Suites in Arnprior have voted 82 per cent in favour of joining the Service Employees

International Union. More than 30 workers organized to have a say in their working conditions and protect their jobs. The SIEU also represents workers at the Arnprior Villa.

## Eastern Breeders Merger Results in Job Losses

The positions of eight administrators at the Eastern Breeders Inc. in Kemptville are being eliminated as a result of a company merger with Gencor of Guelph. The move will cut between \$500,000 and \$1 million in annual costs, and will result in two operations combining to form East-Gen. There are 80 people on site in Kemptville a tenth of which will lose their jobs.

## World Record Set

The Perth World Record Kilt Run, which saw more than 1,000 kilt-clad people racing through town on June 26, 2010, has been recognized by Guinness as the "World's Biggest Kilt Run." The announcement came from Guinness World Records on February 16th, in an email to event organizers Terry and Mary Stewart, owners of The Running Goat store.

*Continued on Page 5*

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# We're Moving! April 1, 2011

[www.tomorrcartage.com](http://www.tomorrcartage.com)



As of April 1st, we will be located at the site of the Pontiac Transfer Station, 3384 7th Concession, Clarendon.

[info@tomorrcartage.com](mailto:info@tomorrcartage.com)

Ph: 819-647-2670 | Toll Free: 877-647-2670

## ZOOMER ENTREPRENEUR GROUP

For 50+ entrepreneurs and those interested in business.

Our Next Seminar:

Wednesday, March 9 at 9:30am  
Pembroke & Area Airport  
Speaker: J.P. Quintal  
Topic: Risk Management

JP Quintal is a lawyer with the Pembroke firm, Quintal Christink. He will discuss risk management from both a business and legal perspective as it pertains to starting a business or being involved in a business at the age of 50 or older. This seminar is free to attend.

The Zoomer Entrepreneur Group is a new initiative of the Chamber of Commerce that recognizes the increased number of people starting a business after having had a career.



You can register by phone or email: Ph: 613-732-1492  
Email: [manager@upperottawavalleychamber.com](mailto:manager@upperottawavalleychamber.com)



### March 10

78th Annual Renfrew County Seed, Forage and Agri-Business Show. Renfrew Armouries in Renfrew. For more info, contact M&R Feeds at: 613-735-3689.

### March 11

Renfrew County Holstein Club Barn Meeting, hosted by Greenlark Farms, 1336 Greenwood Road in Pembroke. For more info, contact M&R Feeds at: 613-735-3689.

### March 15-17

Ottawa Valley Farm Show in Ottawa. For details, visit [www.ottawafarmshow.com](http://www.ottawafarmshow.com).

### March 23

Chili Fest. 11am-2pm. Victoria Hall Drop In Centre. 42 Renfrew Street in Pembroke. \$5 for bread bowl of chili, cake and beverage. Fundraiser for Champlain Trail Museum Bickle Exhibit. Take out is available.

### March 23

The Ontario Chamber of Commerce (OCC) and the Upper Ottawa Valley Chamber of Commerce will be hosting a workshop to help Ontario businesses comply with Ontario's new customer service standard. All organizations must be in compliance by January 1, 2012. Pembroke Legion. 11:45am-1:30pm. \$15 per person includes hot lunch. Call the Chamber to register at 613-732-1492.

### March 25

Up Close and Personal with Gord Brown, MP, Steve Clark MPP and Mayor Gordon. 11am - 2pm. Purvis Hall. Members \$40. (Future Members \$55). North Grenville Chamber of Commerce. Phone: 613-258-4838 or [info@northgrenvillechamber.com](mailto:info@northgrenvillechamber.com)

### April 4

Deer Food Plot information meeting. Knights of Columbus Hall in Pembroke. Hosted by M&R Feeds. For more info: [pembroke@mandrfeeds.com](mailto:pembroke@mandrfeeds.com) or 613-732-2843.

### April 5

Wise Move Realty Business After Hours. Everyone Welcome. 5:00pm - 7:00pm. This Open

House is celebrating their 15th anniversary and is launching a newly developed area map. 3468E Petawawa Boulevard in Petawawa. Located in the Bridgeway Mall next to Scotiabank.

### April 6

Horse Nutrition Seminar hosted by M&R Feeds Pembroke. RSVP to Pembroke Store. For more info: [pembroke@mandrfeeds.com](mailto:pembroke@mandrfeeds.com) or 613-732-2843.

### April 7

Horse Nutrition Seminar hosted by M&R Feeds Shawville. RSVP to Shawville store. For more info: [pembroke@mandrfeeds.com](mailto:pembroke@mandrfeeds.com) or 613-732-2843.

### April 7

A lecture with Environment Canada's Senior Climatologist. David Phillips. Festival Hall in Pembroke. 7:00pm. Topic: What's up with the weather? Tickets on sale at the Festival Hall Box Office. Call 613-735-2613 between 10am and 4pm. Tickets \$10 or \$12 at the door. In support of Algonquin College.

### April 8

Greater Arnprior Chamber of Commerce Awards Gala, Dinner and Dance. Nick Smith Centre. Doors will open at 5:30pm with dinner at 6:00pm. Tickets will be on sale for \$35 only until April 1. For info call the Chamber office at 613-623-6817 or contacting any executive member.

### April 23

M&R Feeds Pembroke is hosting their Annual Spring Buy Sell & Trade Day of poultry, small livestock, farm pets such as rabbits, guinea pigs, goats, llamas, emu, pot belly pigs, and more. Event begins at 8:30am at M&R Feeds in Pembroke. Bring your own transportation, penning, cages, halters etc. For more info: [pembroke@mandrfeeds.com](mailto:pembroke@mandrfeeds.com) or 613-732-2843.

### April 28

Options 2011. Skilled Trades Fair and Career & Job Fair. Attract employees and promote your company. FREE to exhibit. 9:00am-3:00pm. Pembroke Memorial Centre. For info: Michelle Lariviere-Ranger  
Phone: 613-735-4308 ext.6 or [larivim@algonquincollege.com](mailto:larivim@algonquincollege.com).

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Deadline to reserve your  
booking space: April 30, 2011  
(or until all space is filled)

# Business News Around The Valley

## 2011 Summer Experience Program

The Summer Experience Program provides funding to not-for-profit organizations, municipalities, Aboriginal organizations, First Nations, and to not-for-profit organizations serving people with disabilities, to create career-related summer employment opportunities for youth. To be eligible, applicants are required to be federally or provincially incorporated or be a band council established under the

Indian Act, Canada. Priority will be given to applicant organizations that have not previously received SEP funding. The deadline is March 21, 2011 at 4:00pm. Forms are available under the Resources Section at: [www.ovbusiness.com](http://www.ovbusiness.com).

## Municipality Seeks Photos

The Township of Lanark Highlands needs photos showing families, friends and visitors participating in events or engaged in recreation or work activities in Lanark Highlands. Photos may be used in a 2012 calendar (deadline is APRIL 29th), the Township website, tourism

brochures or other promotional materials. A photographer's and model's release forms can be obtained from the Township website at [www.lanarkhighlands.ca](http://www.lanarkhighlands.ca) or by calling 613-259-2398.

## Tim Hortons Gains Approval for Patio

Deep River Council has given the go-ahead for construction of an outdoor patio at the Tim Hortons location on Highway 17. They will also build a sidewalk along the highway in front of their business.

## Bond Joins Clinic

Angela Mackey of Alternative Health Care Clinic, is pleased to announce that Jaymee

Bond, an esthetician, has joined the Clinic at her Downtown Renfrew location, 268 Raglan Street South. Jaymee is a recent graduate from the Esthetician program at Algonquin College.

## Meetings Rescheduled

Due to the Ontario Good Roads Conference some Whitewater Region council meetings have changed. The March 2nd meeting is now happening on March 9th at 1:00pm, and the March 16th meeting is taking place on March 23rd at 7:00pm.

## Christian School Celebrates 25 Years

More than 150 people attended Renfrew and District Christian School's annual fundraising banquet in February where the school celebrate its 25th anniversary. Several alumni students and teachers were present including Jennifer Feenstra, former principal of the local school and principal of Milton Christian School, the youngest of the Ontario Alliance of Christian Schools' 72 school members. Learn more about the school online at: [renfrewchristianschool.com](http://renfrewchristianschool.com).

## RBC Contributes \$25,000 to Pembroke Campus

The new \$36 million Algonquin College campus to be built on the waterfront in Pembroke received a \$25,000 boost from RBC. The donation was along with an additional \$25,000 raised at their recent Oscar night fundraiser held at The Brick in Pembroke. The College has a goal to raise \$2.5 million for the campus, and has collected \$1.6 million thus far. Construction begins this Spring.

*Continued o Page 6*

## Abfalter Joins

## Lapointe Auto Group

Steven Abfalter has joined The Lapointe Auto Group as General Manager of Petawawa Toyota in Pembroke. Abfalter

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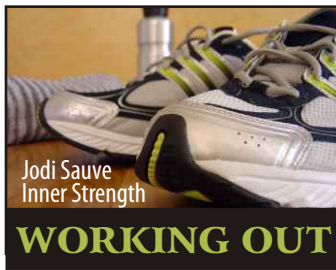
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Jodi Sauve  
Inner Strength

## WORKING OUT

Do you have the “winter blahs” yet? All your neighbours, friends and co-workers headed down south while you are freezing your butt off? Pull yourself out of that rut of depression and use that energy in a positive way.

It may be chilly out but the sun is still shining and according to the ground hog, spring is “just around the corner” and (so is hunting season!)

Take advantage of the sunshine on milder days and get out for a walk. Open the blinds and curtains and let the sunshine into your home, start your spring cleaning. Carrying things up and down the stairs will work up a sweat!

Dig out your old snowshoes and cross country skis and trek around the block a time or two. Take the dog out and throw a stick for him, he's probably suffering from a bit of “doggy depression” from the chill. Pick up a stability ball at your local department store and get creative during your TV time. Check out some healthy recipes on the internet and spend a day filling your fridge and freezer with heart smart snacks.

When you're done shovelling your driveway, head to your neighbor's driveway (after the plow has gone by!) Pay it forward, next time they'll do yours! Before you know it, the snow will be gone and we'll be complaining about the humidity!

Make the best of our beautiful season and get fit!

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Do you have a fitness question for Jodi? Send it to her at: [jodi@myinnerstrength.ca](mailto:jodi@myinnerstrength.ca)

# Business News Around The Valley

has 21 years of experience working within Toyota and Lexus dealers in Ottawa.

## NDP Elects Gabriel

The New Democrat Party of Leeds and Grenville has selected Matthew Gabriel as their candidate to run for a federal seat in the next election. Gabriel is 39 years old, and a single father of one. A technician with Bell Canada, he is also vice president and chief steward for Communication, Energy & Paperworkers Union Local 31.

## Kulture Hardwood Flooring Closes

Just over a year ago, Kultur Hardwood Flooring of Renfrew was one of the 50 best-managed companies in Canada. Today, the company has closed its manufacturing facility, known as Estate Hardwood Floors. The closure resulted in approximately 50 job losses. On a positive note, the company's retail sector, known as Kulture Hardwood Flooring, is anticipating re-opening at the end of March in Renfrew, to be located within the Renfrew Industrial Commission.

## M&R Feeds Holds Information Session

On March 1st, M&R Feeds, Shawville hosted local beef producers for a management and nutrition information session. The topic was Improving Calf Weaning Weights to Maximize Returns, and participants heard from four speakers, each addressing different segments of cow-calf production. The lead discussion was on the importance of proper care and nutrition of the herd bulls that provide 50% of the genetic returns in the calf crop. The session concluded with a presentation by Brian Coughlin who spoke about the results of creep feeding on their local farm. In addition to a financial return over feed costs, the Coughlins' found their pasture provided adequate forage for a longer period of time for the cow herd reducing the need for hay supplementation, cows were in better condition, calves went onto the feedlot diet easily and weaning stress was reduced. For more information, contact M&R Feeds in Micksburg,

Pembroke or Shawville. Information is online at [www.mandrfeeds.com](http://www.mandrfeeds.com).

## Tenders Awarded in Whitewater Region

13 tenders were received for curbside pickup of garbage and recyclables in Whitewater Region. The lowest tender was submitted by Direct Express Ltd. of Westmeath in the amount of \$458,976.96. Four tenders were submitted for recycling pickup and the successful bidder was M&L Enterprises at \$595,774.40. Both contracts run from April 1, 2011 to March 31, 2015.

## Haller is Tay Valley CEO

Robert Haller is the new CEO for Tay Valley Township. Haller has more than 16 years experience in senior municipal administration in eastern Ontario. Recently, he served as CAO/Clerk for the Town of Prescott, and he previously was the Clerk for the Township of Goulbourn prior to amalgamation with the City of Ottawa. Haller holds a Masters of Public Administration from the University of Western Ontario.



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Supply of Ceiling Tile, Floor Tile, Melamine and Paint

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Business Additions and Renovations

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Sale of Land - Whitewater

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**LINKS**

2011 Summer Experience Program Applications

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2011 OVB Rate Card

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101 Things to do in the Valley - Winter Edition

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Xeneca Power Proposal

# EAB Spread Anticipated

At the 24th Annual Winter Woodlot Conference in Kemptville, North Grenville woodlot owners were made aware of the pending spread of the Emerald Ash Borer within the region. The group was urged to diversify tree stands

and selectively cut inferior ash trees to prepare for the spread. The Emerald Ash Borer is presumed to have arrived in Michigan in the early 1990s in wooden packaging materials from China. It went undetected until 2002.

# OHTO Appoints Board

The Ontario's Highlands Tourism Organization (OHTO) has appointed its inaugural Board of Directors. They include: George Offshack (Limerick Lake Lodge & Marina in Bancroft), Marie White (Lanark County Tourism Association in Perth), Melissa Marquardt (Ottawa Valley Tourist Association in Pembroke), Chris Hinsperger (Bonnehore Caves in Eganville), Jim Bakker (Madoc & District Chamber of Commerce in Madoc), Dave Bishop (Haliburton Forest & Wildlife Reserve in Haliburton), Amy Brohm (County of Haliburton in Minden), Bob Cheetham

(Rideau Heritage Route Tourism Association in Smiths Falls), Rachele Clayton (Omâmiwinini Pimâdjowin in Golden Lake), Kevin Cruickshank (The Loon's Call Campground & Cottage Resort in Cloyne), Michele Gervais (The Algonquin Way Cultural Centre in Golden Lake), Joanne Larkman (Bancroft & District Chamber of Commerce in Bancroft), Gary Leonard (The Old Carriage House in Stirling), Rob Plumley (Lennox & Addington County in Flinton), and Laurel Smith (Classic Theatre Festival in Perth). Find out more about the OHTO at [www.ohto.ca](http://www.ohto.ca).



## Considering MicroFIT this Year?

If you are interested in the MicroFIT Program, or you already have a conditional offer from the Ontario Power Authority, ask how we can help. Energy Options is a local company that designs, installs and services renewable energy systems. A typical system requires 4-6 months from the date the application is submitted until connection occurs, so the time to plan is now. Contact us for a free consultation today.

## ENERGY OPTIONS

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Store Hours: Tues-Fri: 9am to 5pm and Sat: 9am to 1pm



## a matter of fact

### All About Women

**530,000**

Number of women who die in pregnancy or childbirth each year.

**1%**

Percentage of land in the world owned by women.

**42%**

Percentage of women globally who are Internet users. This number is 51% in Canada and the U.S.

**14 Trillion**

Value of assets controlled worldwide by women.

**10%**

Percentage of US inventors who are women.

**1%**

Percentage of women who are department heads, editors or media owners.

**33%**

Percentage of women who are journalists.

**80%**

Percentage of purchasing decisions made by women in the UK.

**66%**

Percentage of the world's work done by women.

**10%**

Women's percentage of the world's income.

**1945-1995**

The percentage of women MPs worldwide increased four-fold during this time.

Source: [www.internationalwomensday.com](http://www.internationalwomensday.com)



### Dear Delfi,

My wife's company transferred her to the Ottawa Valley from Halifax to fulfill a promotion. I had to resign from my job in Nova Scotia as the company I worked for had no affiliates in this region. It has been 6 months and I am still unemployed and my wife is starting to bother me about getting a job. I am looking, but so far, no luck. I'm getting frustrated with the situation. What is the best strategy for me to pursue at this point?

**- Desperately Seeking Dad**

### Dear Desperately Seeking,

First, as you have given up your career in favour of your spouse's career, your wife should understand your struggles. Perhaps it is best to let her know the things you are doing to find a job, and how you also have anxiety about the situation. This way, both of you might be able to set expectations and deal with the issues of a single household income.

You mentioned also that, so far, your attempts to find a job have been futile. In addition to job searching, have you tried networking strategies? It

would be good for you to meet as many people as you can, either through a circle of friends, community or church, and openly ask for a referral. Seek assistance from local employment agencies which can also refer you to more opportunities. While you are waiting for a permanent job, you could volunteer for a not-for-profit institution and provide your services. This is also a wonderful avenue for you to network and be a productive citizen in the community.

In everything you do, always take a fresh and positive attitude. Continue to have an open communication with your spouse and channel your energy through creative means.

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*Have a question for  
 The Delfi Group? Send it to:  
[questions@thedelfigroup.com](mailto:questions@thedelfigroup.com)*

## City EcDev Highlights

The City of Pembroke has noted several highlights in economic development achievements. One of these achievements is providing free wireless internet access (WiFi) to visitors at the Pembroke Memorial Centre, the Pembroke Marina, and Riverside Park.

In addition, a transition team was formed in 2010 with members of the business community, general public, the City and others to help the City plan for the future. The team identified three key priorities for the coming years: downtown revitalization, become more business and visitor friendly, and increasing regional partnerships.

The City is also a partner on the Creative Economy Sector Team, which is being

spearheaded by the Ontario East Economic Development Commission. Generally defined as jobs for which people are paid to think, solve problems and create opportunities for others, this sector is anticipated to create 42% of new jobs over the next decade. The City has also applied for funding under the Creative Communities Prosperity Fund for a cultural mapping project, which will describe all of the cultural assets in Pembroke and throughout the Ottawa Valley.

Finally, the City's website has been redesigned to allow staff to update their site quickly and easily. This online presence complements the City's presence on Facebook and Twitter.

## Upcoming Seminars

**April 4:** Deer Food Plot Information Meeting. Knights of Columbus Hall in Pembroke.

**April 6:** Horse Nutrition Seminar. M&R Feeds Pembroke.

**April 7:** Horse Nutrition Seminar. M&R Feeds Shawville.

**April 7:** Dairy Producer Bus Tour.

**April 23:** Annual Buy Sell and Trade Day. M&R Feeds in Pembroke.

**For more information and to register, contact our stores or visit us at: [www.mandrfeeds.com](http://www.mandrfeeds.com)**

# M&R FEEDS

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[shawville@mandrfeeds.com](mailto:shawville@mandrfeeds.com)

# Salon Accès Emploi Edition 2011

**March 11, 2011 | 10:00am-4:00pm**

This event that attracts hundreds of visitors each year. A chance to network with job seekers to fill available jobs within your company, as well as being a key forum to promote your business. Booth space available starting at \$40.

**Pontiac High School in Shawville, Quebec**

**For info, contact Todd: 819.648.5174 or visit:  
[www.pontiacchamberofcommerce.ca](http://www.pontiacchamberofcommerce.ca)**

**Pontiac Chamber of Commerce**

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# Marketing Ideas from IWD

## Check out these neat ideas from around the world



This year marks the 100th anniversary of the celebration of International Women's Day. In your community, there are likely some events taking place to honour the climb of women everywhere. In reviewing what is happening all over the world, here are some neat ideas that are promoting the significance of the event, and giving businesses and organizations some interesting PR:

### Air India

Running all-women flight crews on IWD. Could your business run something all-women next year?

### Art By Women

One organization is hosting an art show featuring 100 pieces of art about women. How easy

is this to do with photography, pottery or a combination of arts. We certainly have this in spaces in the Ottawa Valley.

### Fundraising

A designer is providing a series of fundraising initiatives where 10% of sales go to women-involved organizations in developing countries.

### Businesses Promoting Women Involvement

Some companies are taking this opportunity to promote themselves as a place that employs 50% or more of their workforce as women. This could easily lead to a celebration of women's entrepreneurship as well.

### Women in Industry

One organization in the UK is promoting a women in farming exhibit. This is especially interesting when women are profiled in work traditionally done by men.

### Women's Only Marathon

Exactly what it says - a marathon only for women.

May be hard to do here in our climate, but there could be an indoor event that is similar.

Could also combine for a variety of indoor activities to make one large event.

### Knit A Bit

A women's knitting campaign to create blankets to give away. Could also be quilting or sewing and could take place over a week or a day.

### Health Show

A health tradeshow organized specifically for women.

### Women's Awards

Honouring certain women in the community for various contributions. Municipalities could also do this quite easily.

### Discount Days

Offering a sale to all women shoppers during International Women's Day or Week.

### Breakfast/Lunch

Having a speaker give an inspirational talk at a women's breakfast, lunch or dinner. In the UK, they have organized this around afternoon tea.

### Campus Talk

An event organized to rally women on the campus of a post-secondary institution.

### Workshops

One region is offering a free dance workshop for women. Another offered free self-defence training. Any activity could be promoted as an "intro for women" event.

Of course, the key to any successful event is having the time and the people to help make it happen. Often, businesses and organizations shy away from events for those very reasons. However, some assistance in planning at the beginning can often be the key that helps turn an idea into a reality.

Planning is important. Bring in a consultant to help with the plan, and ask for a sustainable outcome that can be managed by volunteers and current staff. It is possible, and you can enjoy the benefits.

## Good ideas are ones that work.



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